

National Public Health Week Toolkit



Join Sacramento County Public Health, the American Public Health Association and numerous other organizations across the nation in a weeklong celebration highlighting the contributions and promotion of public health. Each day will be focused on different topics that are central to improving our community, the state of California and the nation.

Sacramento County Public Health will be using **X** (formerly Twitter), and our **NEW SCPH Facebook** to share what our organization is doing around these topics. We invite you to use social media right along with us to get the message out about your organization's success and services.

Check out the action steps we've included to help you and your organization continue in strengthening our community to be the best that it can be.

We are all public health!



The Vital Role of Public Health on OUR Community



[National Public Health Week](#) is the perfect time to highlight the vital role that many organizations in the community contribute to the public's health. This goes much further than just Sacramento County Public Health.

It's also the relationships we foster in our communities. We're all interconnected. When we all come together to support public health, all of us— individuals, families, communities and the public health field— can achieve the goals of public health.

Why is the field of public health so important?

Public health is more than just health care. Public health improves our quality of life, helps children thrive, reduces human suffering and saves money. We're all interconnected and when we come together, we can support individuals, families, communities and the field of public health.

Every day, the public health field is working – often behind the scenes – to prevent hazards and keep people healthy. For example, the public health field is responsible for:

- Tracking disease outbreaks and providing vaccines to avoid the spread of disease.
- Setting safety standards to protect workers.
- Ensuring food and water are safe to consume.
- Developing school nutrition programs to ensure kids have access to healthy food.
- Advocating for laws to keep people safe, including smoke-free indoor air and seatbelts.
- Working to prevent community violence.
- Addressing the impact of climate change on our health and the community.
- Reducing and freeing communities from pollution.
- Declaring racism as a public health crisis.

Who can fill the role of contributing to the public health field?

Restaurant Inspectors	Health Educators
Community Health Workers/Promotoras	Community Health Workers
Nutritionists	Community Planners
Social Workers	Epidemiologists
Public Health Physicians	Occupational Health and Safety Professionals
Policymakers	Sanitarians
First Responders	Biostatisticians
Physical and Occupational Therapists	Public Health Nurses

All of these professions and more contribute to helping ensure that all residents have an opportunity to live a healthy and safe life in the community.

“Public Health professionals make it their life’s work to provide the information and tools to help keep people and communities healthy. From preventing or containing disease outbreaks, like measles, to working collaboratively with other agencies to maintain water and air quality,” said Public Health Officer, Dr. Olivia Kasirye. “During National Public Health Week, I want to express my gratitude for the work being done to optimize health in Sacramento County to protect the community and share a reminder of the countless programs and services available to residents.”

Thanks to the hard work of all professionals who contribute to the public’s health, we are able to live healthier and longer lives. Join us as we celebrate National Public Health Week. We are all public health!



Protecting, Connecting and Thriving: We Are All Public Health

APRIL 1-7, 2024



NATIONAL PUBLIC HEALTH WEEK 2024

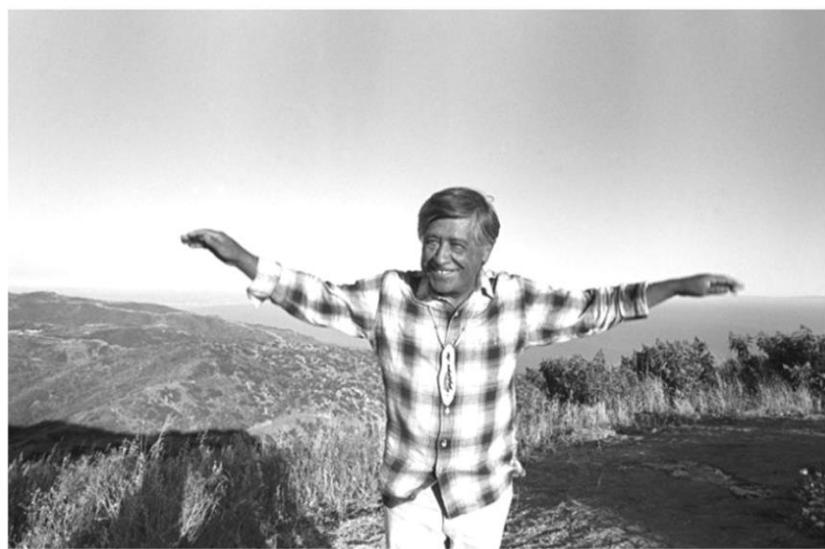
Each day of National Public Health Week will focus on a different public health topic that's significant in continuing to create a healthy Sacramento County, California, and Nation. We hope you'll use each topic to spark new conversations, act and engage others in the community. Every day of National Public Health Week will be a day to celebrate, recognize and honor those who contribute to the public's health.

We are all public health!

To join the conversation, follow the [Sacramento County Public Health's NEW Facebook](#) and [Sacramento County Public Health's X \(formerly Twitter\)](#).

NATIONAL DAILY THEMES

During each day of National Public Health Week, a particular public health topic is highlighted. Provided for each day are action oriented steps that can be taken to contribute to strengthening the outcome of the area of focus. These areas are critical to our future success in creating the healthiest community, state and nation, and everyone can do their part to help.



Monday, April 1: Civic Engagement

**Cesar Chavez Day on March 31, will be observed Monday, April 1, 2024. Celebrated to honor the enduring legacy of the American labor rights hero, born to migrant laborers, Chavez's early life experiences made him the face of the 1960s labor movement. He acquired this through his persistent efforts and non-violent protests. On March 31, union members and community come together to celebrate the life of this American icon and*



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take inspiration from his four decades of selfless service to the workers of the United States. Learn more by visiting the [Cesar Chavez Foundation](#).

What is civic engagement?

Civic engagement, the actions that we and our communities take to identify and address problems, shapes our opportunities to be healthy. By taking actions to get more civically engaged, like voting, we exercise our right to make decisions about our communities, like whether our neighborhoods have walkable sidewalks, how much funding goes to reproductive health clinics and how prepared the nation's infrastructure is for future pandemics and disasters.

A recent analysis of civic engagement and state health outcomes from 1996 to 2020 showed that in states where people are more [civically engaged and vote more](#), public health outcomes are better.

Another analysis, [the Health & Democracy Index](#), showed that states with more inclusive voting policies and fewer barriers to voting have better health outcomes. States with restrictive voting policies have worse outcomes. These barriers to voting also worsen existing health disparities, like disparities in infant mortality.

Who can take action to help our communities become more civically engaged?

You

Vote, and encourage your friends, colleagues and neighbors to vote. Super Tuesday, on March 5th, came and went. However, initial findings indicate that it was a low voter turnout in California. Remind others how voting, as well as participation in town halls, public meetings and volunteer activities, will help shape local policy and strengthen community cohesion.

Learn about voting policies in your state. Inclusive voting policies, like policies that allow election day voter registration and online voter registration, help make communities healthier and more equitable. Barriers to voting, like felon disenfranchisement (a practice in most states where people convicted of felonies are permanently banned from voting), do irreparable harm to communities' health and equity. Learn more about the [General Election, November 5, 2024](#).

Communities/Neighborhoods

Organize Pledge to Vote campaigns. Pledge to Vote Campaigns increase the likelihood that a voter will vote by asking them to make a pledge and list a reason why they are going to vote in the upcoming election. These campaigns are often paired with voter contact efforts to also remind those who took the [pledge to vote](#) on or before election day.



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City/State

Pass inclusive voting policies and remove barriers to the ballot box. In addition to impacting the health and well-being of communities, evidence has shown that areas with enhanced access to voting also have improved economic status. For our communities to thrive, both in health and economically, states should prioritize policies that [improve access to the ballot box](#).

Nation

Include voting metrics in Healthy People 2030. [The Healthy People program](#) is an important nationwide framework for advancing the health of all Americans and already has a history of recognizing the importance of voting in its framework, including the relationship between voting and health in its Healthy People 2020 program. Going further and including voting as a key metric in Healthy People 2030 would create more actionable opportunities to advance voting access and spread awareness about the impact of voting on health.

Make voter registration easier through existing processes. This year, Oregon became the first state to implement a change that would allow [Medicaid participants to be automatically registered to vote](#). Experts estimate that if the Centers for Medicare and Medicaid Services approved the policy, that over 170,000 Medicaid recipients could be added to state voter rolls. Allowing other states to implement this change would drastically help reduce barriers to voting and target communities that face many of the highest barriers. Furthermore, offering the opportunity to register to vote during the [HealthCare.gov](#) application process would ensure that the more than eight million annual users of the federal exchange would gain access to participation in our democracy. Many of these users have moderate to low incomes and live in states that erect barriers to voter registration. This change was previously mentioned in [President Biden's 2020 Executive Order on Improving Access to Voting](#) – the Department of Health and Human Services should take swift action to finalize and implement the integration of voter registration in the application process before the next open enrollment period.

Pass the John Lewis Voting Rights Advancement Act. Over the past decade, U.S. Supreme Court decisions such as *Shelby County v. Holder* and *Brnovich v. Democratic National Committee* have unfortunately eroded key protections provided by the Voting Rights Act that protect against racial discrimination in the voting process, giving many states the ability to suppress and discriminate against voters. Since then, state lawmakers in at least 19 states have introduced and enacted legislation to restrict voting access. The John R. Lewis Voting Rights Advancement Act would restore VRA protections by establishing a federal review process of changes to state voting laws. Potentially discriminatory changes would be paused until federal review is completed, and changes found to be discriminatory would be blocked entirely. Furthermore, strict oversight would be applied to states with histories of voter discrimination and policy changes known to be used to discriminate against voters of color. The bill also incorporates the Native American Voting Rights Act to increase representation of Tribal communities in the voting process.



Tuesday, April 2: Healthy Neighborhoods

We know that where we live – where we eat, sleep, work, play, learn and pray – can have a huge effect on our health. [But what makes a neighborhood healthy?](#) Having safe places to live, without hazards or pollution. Having safe ways for everyone to be active, like sidewalks, and safe places to bike. Having easy access to fresh, affordable, nutritious and culturally appropriate food. When our neighborhoods are healthy, we have the building blocks for healthy lives.

Who can make our neighborhoods healthier?

You

Plant trees. [Green spaces](#) have been shown to reduce your risk of death. They also help to protect from rising heat, reduce pollution and offer nice space for people to connect with each other. If you don't have a yard to plant in, work with a local organization that [plants trees](#) in public spaces.

Get to know your neighbors. [Social cohesion](#) means you're connected with the people who live near you. Feeling connected to each other is an investment in your community. It's also great for kids to have adults who care about them.

Communities/Neighborhoods

Get moving with your community. People who live in rural communities often don't have sidewalks or other safe places to walk or run. Community walking groups can make getting exercise a safer and fun activity.

Bring healthy, fresh food where people are. If there aren't nearby stores where people can easily purchase healthy foods, open farmers markets and allow people to use their Supplemental Nutrition Assistance Program and Special Supplemental Nutrition Program for Women, Infants and Children benefits there.

Community gardening. Similarly, community gardens are an area where communities can gather to plant flowers, fruit, vegetables and herbs. They can have major benefits in urban areas that are food deserts or food swamps and increase the availability to fresh produce.

City/State

Make broadband internet available more widely. [High-speed internet](#) is necessary for today's world. Kids with better internet access at home have better academic outcomes. And many health providers require patients to have internet to access their digital health records.

Invest in public transportation. When [public transportation](#) isn't available or reliable, more people depend on cars. Making public transportation available, affordable, reliable and easy to use cuts down on pollution and traffic, and reduces the risk for traffic crashes – making other transportation options, like biking, safer too.

Nation

Get rid of lead in homes and public buildings. Federal lead remediation programs can help [remove lead pipes](#) across the country. The federal government estimates there are 6 to 10 million lead service lines across the country, mostly affecting low-income neighborhoods and communities of color. Removing lead pipes protects everyone's health, especially children.

Set limits on pollution to protect vulnerable populations. The biggest polluters are often located near low-income communities and communities of color. Federal policymakers can enact laws that [limit the amount of pollution](#) being produced. Improving air quality will protect health in those communities and across the country.



Wednesday, April 3: Climate Change

Climate change is the most pressing threat to human health that our world faces today. Some groups of people, including communities of color and low-income neighborhoods, are disproportionately impacted by climate change. They face decades of limited investment in their health and increased pollution in their neighborhoods. We need swift action to lessen the health impacts of climate change. Now is the time to act. [Actions](#) should come from and with communities.

Who can make our climate healthier?

You

Buy less. Be thoughtful about fast fashion, flights and the latest technology. Buying less stuff has a big effect on climate emissions, natural resources and pollution. It's an even greater change than green technology can make.

Transform your Transportation. Consider making small changes to your transportation habits. Consider utilizing public transportation, carpooling, or bicycling to your next outing.

Become a climate for health ambassador. The Climate for Health Ambassadors training is a free online training designed to build your climate and health knowledge. You can learn how to communicate and encourage [action on climate](#), health and equity. [Find out more](#) on how you can get involved at APHA's Center for Climate, Health and Equity.

Communities/Neighborhoods

Plan for disasters and heat. Communities can get ready and [prepare](#) themselves for [floods](#), [heat waves](#) and other [disasters](#). Communities can make sure that buildings in urban areas can serve as cooling stations for residents without air conditioning.

Take collective climate action. Collective action makes a difference. A group is more successful at pushing for stronger climate policy than any one person alone. Communities can work together to hold government and industries accountable for addressing climate change inequitably. Working together also helps forge social

connections and creates opportunities for personal skill-building. Getting involved in efforts that directly help others can increase young people's resilience and inspire hope.

City/State

Invest in healthy transportation and community design. The way we design our communities affects our health. Invest in climate-friendly transportation options such as walking or biking for short trips. Increase access to public transit. City planning can reduce the health risks of heat, air pollution and flooding. City planners can increase tree canopy, parks and other green spaces. They can create incentives for building cool roofs and pavements that don't absorb heat or collect water. Local governments should partner with communities to prevent low-income residents from being displaced.

Increase affordable and energy-efficient housing. Low-income communities often struggle to maintain adequate heating and cooling in their homes and spend more of their monthly income on home energy costs. This is called energy insecurity. Support programs that increase energy efficiency in affordable housing through community partnerships.

Nation

Phase out fossil fuels and transition to renewable energy. Fossil fuel-driven air pollution increases the risk of health conditions including lung disease, heart disease, depression and poor birth outcomes. Most of the fossil fuel supply chain and infrastructure are located in communities of color and low-income neighborhoods. The fastest and most equitable approach to reducing greenhouse gas emissions and air pollution is to stop using fossil fuels and end new exploration for oil.

To reduce the health impacts of climate change and energy insecurity, we need energy-efficient and electric homes and transportation to be accessible and affordable.

Fund public health and community partnerships to advance health equity and build resiliency against climate change. Public health and health professionals play an essential role in partnering with communities to build resiliency and health equity in the face of climate change. They can include community voices in research and analysis, strategy, planning and putting changes into practice. Funding is needed for federal, state and local health agencies to take climate action and support community-led solutions, with significant funding going directly into frontline community-based organizations.



Thursday, April 4: New Tools and Innovation

Public health is all about preventing disease, diagnosing health conditions and encouraging health and well-being. However, achieving these goals wouldn't be possible without the help of new tools and innovations in public health. From wearable fitness bands to virtual doctors' appointments, new technology has changed the way individuals and communities receive and respond to health information. Other tools, like warning systems for natural disasters or COVID-19 testing kits, can help individuals stay connected and protected during emergencies. Advancements in public health can help us in the fight towards equity, so all people and populations can thrive.

Who can make a difference with new tools and innovations?

You

Wear smartwatches and use health apps. Adults need 150 minutes a week of moderate-intensity activity. Physical activity can help improve mental health, reduce the risk of illnesses such as heart disease and Type 2 diabetes and manage chronic health conditions like arthritis. Use wearable health devices, such as smartwatches, or health apps that track physical activity to monitor how much activity you are getting every day.

Advocate for public health using media. While not a new tool, digital media plays a strong role in health advocacy and public health awareness campaigns. Use social media to share the real-life impacts of public health by telling your story. Sign on and share APHA's Action Alerts to elevate your voice on public health issues like violence prevention and climate change.

Communities and Neighborhoods

Make vaccinations and testing more widely available. Testing and vaccine technology have expanded, making it easier to detect, prevent and protect us from more diseases. Vaccines protect us from serious illnesses, like whooping cough. Testing can help people diagnose their illnesses and receive treatment. Communities can host pop-up vaccination sites and make sure free at-home tests for illnesses like COVID-19 are available. Share accurate and easy-to-read vaccine resources. Learn more about SCPH's Immunization Assistance Program.

Use vending machines to deliver lifesaving medications. Vending machines are an older technology that is being transformed to deliver lifesaving tools like Narcan and fentanyl strips. In 2021 alone, more than 106,000 people died from drug overdoses. Neighborhoods in Washington, D.C. are currently fighting to reduce drug-related deaths by increasing access to harm-reduction vending machines.

City/State

Increase access to telehealth services. Compared to urban populations, rural residents are more likely to die prematurely from conditions like heart disease and cancer. Telehealth, or receiving health care via video chat, phone call or messaging, is a great option for people who live in rural or remote areas. Telehealth helps overcome obstacles that prevent people from receiving care, such as limited access to health care providers and transportation. It also offers both flexibility and comfort with appointments that can be useful for those who have special health needs.

Broaden internet access. Internet access connects people to mental, behavioral and physical health services. It connects us to our local officials. It can also improve access to education and connect us to jobs and trainings where we live. However, 9 million people in the United States do not have access to high-speed internet, including communities of color, older adults and populations that live in rural or segregated urban areas.

Nation

Invest in public health surveillance. Being prepared for and ready to respond to emergencies is so important when faced with natural disasters. Surveillance tools like [GIS mapping](#) can help us in times of emergency by monitoring outbreaks, identifying where important health facilities are and tracking environmental hazards. [Federal policymakers](#) must continue investing in such tools to remain resilient and prepared for emergencies.

Improve digital health infrastructure. COVID-19 highlighted the importance of making [health data digital](#). Electronic health information exchanges speed up how providers and patients can access medical information, while electronic health records enable providers to give efficiently deliver care to their patients. Federal and state leaders must support policies and fund [data modernization](#) to protect and improve the nation's health.



Friday, April 5: Reproductive and Sexual Health

When people have access to quality reproductive and sexual health care and education, they can live happier and healthier lives. However, reproductive and sexual health justice are [under attack](#), with over 500 anti-LGBTQ+ bills being introduced in 2023 alone and 43 states banning or heavily [restricting access to safe abortions](#).

Who can make a difference and destigmatize reproductive and sexual health?

You

Get screened for cancers and tested for STIs. Breast, colorectal and prostate cancers are three of the most common forms of cancer in the United States. Reported cases of sexually transmitted infections like chlamydia, gonorrhea and syphilis have continued to rise in the U.S. Protect yourself by getting tested for STIs yearly. Learn the risks for developing breast and colorectal cancer, such as smoking tobacco, drinking alcohol and being inactive. Take steps to prevent those risks. Get screened based on current guidelines to detect prostate cancer early. [Make an appointment at Sacramento County's Sexual Health Clinic](#).

Practice safe sex. [Reduce your risk of spreading STIs](#) like HPV and HIV by getting tested yearly; using barriers, such as condoms, for all forms of sexual intercourse; and practicing open communication with your sexual partners. [Get consent](#) for sexual activity, and stop immediately if either of you is uncomfortable, feels unsafe or is in pain. Visit your local health center to get condoms, lubricant and other disease-preventing tools.

Communities/Neighborhoods

Donate menstruation products to local shelters. Before the COVID-19 pandemic, an estimated 500 million individuals who menstruate experienced [period poverty](#). Period poverty is a lack of access to menstrual products, education and sanitation facilities. Homeless shelters, health centers and even schools can provide the community with menstrual products. You can help by donating new, unopened packages of pads, tampons and other menstruation products to a local homeless shelter. Take it a step further by calling the shelter and asking if there is a need for items like heating pads, pain relief medication or perhaps some chocolate!



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Promote comprehensive sex education in local school districts. Comprehensive sex education is age-appropriate, medically accurate and empowers students to make informed decisions about their overall health.

Studies present that comprehensive sex education can lead to a decrease in STI rates, reduce sexual violence and increase youth use of contraceptive methods. States can require their public schools to teach sex education. Only [30 states/territories](#) are mandated to teach sex education in K-12 and only five states require comprehensive sex education in K-12 schools. But school districts can decide on the curriculum. Attend school board and city hall meetings as an advocate and encourage your friends and family to support the adoption of comprehensive, age-appropriate sex education programs.

City/State

Deprioritize restrictions on health care. When states place restrictions on abortion access or track people accessing abortion or gender-affirming care, local governments can intervene. Cities can protect their residents by not funding tracking or investigations for accessing health care. These efforts are effective tools in demonstrating to the public that city officials are in solidarity with [protecting access](#) to life-saving medical procedures.

Expand access to reproductive health services. City and state governments can take a proactive stance by [expanding access to reproductive health services](#). This includes supporting and funding clinics that provide comprehensive reproductive and sexual health care, including family planning services, STI testing and counseling, and safe and legal abortion services. By prioritizing accessible and affordable reproductive health services, cities and states can contribute to the overall well-being of their communities.

Nation

Pass legislation protecting reproductive and sexual health care access for all. Members of Congress are responsible for writing and passing federal laws, meaning they can pass legislation protecting access to abortion, family planning services and LGBTQ+ services. [Contact your representatives](#) to let them know what matters to their constituents – you!

Combat discrimination in reproductive health care. Congress can create laws explicitly [preventing discrimination](#) based on factors like race, gender identity, sexual orientation and socioeconomic status. This includes supporting [training initiatives](#) for health care providers to deliver culturally competent and inclusive care, creating respectful and understanding health care environments. Congress can also advocate for the use of demographic data to identify and address disparities in reproductive health outcomes. By working with advocacy groups and health care professionals, Congress can ensure its efforts are responsive to evolving needs, fostering a more balanced and inclusive healthcare system for everyone.



Saturday, April 6: Emergency Preparedness

Unexpected events such as power outages and natural disasters like earthquakes and hurricanes can happen without a moment's notice. That is why being ready for emergencies is crucial. Emergency preparedness is exactly what it sounds like; it involves planning, having supplies on hand and knowing how to stay safe during an emergency. [Being ready](#) for crises before they happen can not only protect you and your loved ones but also underserved communities where disasters can worsen inequities.

Who can make a difference with emergency preparedness?

You

Build an emergency supply kit. Being prepared means stocking up on supplies. An [emergency supply kit](#) is a collection of tools that can help in the event of an emergency. Kit supplies can include flashlights, nonperishable food, extra clothes, a first aid kit and personal hygiene items. You also should have a gallon of water per person/pet per day, for three days, if possible.

Have a plan. Create an emergency plan with your family, friends or household. Designate a meeting spot where you all can gather in case you're separated during an emergency. Learn your local emergency alerts and warnings. Practice emergency drills and memorize evacuation routes.



Communities/Neighborhoods

Host a disaster training. Disaster trainings can teach communities how to prepare and handle emergencies. Volunteer with local and national organizations, like the American Red Cross, to provide training to community members on how to act before, during and after a disaster. Assist organizations, such as food pantries and



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daycares, in building capacity and emergency planning by sharing tools like [virtual disaster preparedness training](#).

Mark emergency exits and practice emergency drills. If there's a fire, flood or other disaster, people need to know where to go. All public buildings are required to have clearly marked emergency exits. Evacuation route signs can also warn people of dangers to avoid during emergencies. Encourage schools and local businesses to conduct [drills](#), such as fire or lockdown drills, to ensure that everyone in the community knows where to go during an emergency, even when they aren't home.

City/State

Educate students on emergency preparedness. Disasters can be stressful for people of all ages, including [children and teenagers](#). Schools can help prepare students for emergencies through educational opportunities like assemblies, class projects and [preparedness drills](#). Trainings can be tailored so they are age-appropriate, useful and not scary. Making sure students are equipped for unexpected events can protect their mental health and help them recover quickly from emergencies.

Regularly test emergency alerts. There are [emergency alert systems](#) in most communities. Sirens are still used in many places, but there are also digital options now like mobile alerts, TV and radio. City and state officials should regularly test alert systems to ensure that future warnings will go through in a real emergency. They should remind residents what alerts look or sound like and what to do when an alert sounds. Most importantly, they should consider using alert systems that provide multilingual alerts and appropriate messaging for those with disabilities.

Nation

Fund mitigation efforts. Mitigation is about [taking action before disaster strikes](#) to lessen its impact. Allocating funds toward mitigation will promote more projects made to protect the environment such as [green infrastructure](#). The federal government should provide funding to local organizations to work on community projects to better prepare their areas. This can help [reduce the financial burden](#) on communities and make response and recovery time for disasters more efficient.

Improve equity in disaster recovery. Due to our nation's long history of systemic and [environmental racism](#), people from racial and ethnic minority groups are the ones most affected by disasters. Federal agencies must continue providing [funding for emergency initiatives](#), especially in communities that are disproportionately impacted by disasters. The federal government must address equity before disasters happen by building resilience and investing in disadvantaged communities.



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Sunday, April 7: Future of Public Health

Public health needs to take a fresh approach — one rooted in fairness and inclusivity. Picture this: a world where equity isn't just a buzzword, but a guiding principle. Communities are at the heart of decision-making and actively shaping their health, not sidelined. Public health's future is all about teaming up — joining forces with unexpected partners from different sectors and centering community voices. This future is about tearing down barriers, not just fixing problems but preventing them altogether. It's making sure every person has access to the support and care they need for a healthier life.

Who can make a difference in the future of public health?

You

Speak for health. [Use your voice](#) to advocate for policies that prioritize community well-being. Educate others about public health issues and get in touch with your lawmakers to enact change. [APHA's action alerts](#) make it easy to send messages to your elected officials to tell them about the issues that matter to you.

Join community organizations. [Getting involved with community organizations](#) allows you to contribute to initiatives that promote health equity at the local level. For example, participating in a mutual aid network might involve sharing resources within the community during tough times, building a strong support system. This active participation helps create a healthier future where local communities have collective power, ensuring everyone's well-being.

Communities/Neighborhoods

Make information accessible. [Health information](#) should be easy for everyone to understand. Community groups can share resources in multiple languages and avoid jargon so everyone can access and grasp important health information.

Support good public health policies. Communities can champion proactive public health policies by organizing advocacy campaigns, gathering community input and directly engaging with policymakers to ensure these policies address specific local needs and priorities.

City/State

Fund community organizations and health departments. Consistent, [long-term funding](#) for community organizations and health departments is vital. Establish reliable funding mechanisms and grants to ensure ongoing support for critical public health initiatives and services.

Declare racism as a public health crisis. Recognizing racism as a public health crisis is a necessary step. Acknowledging systemic issues and taking targeted action to dismantle health disparities rooted in racial injustice is crucial.

Nation

Invest in the public health infrastructure. Building a solid health infrastructure is like laying a strong foundation for a house. Strong systems and sustained, equitable funding support the health and well-being of everyone in the country.

Building cross-sectoral partnerships. To achieve the equitable, sustainable public health system we all want, we need broad participation. Public health, health care, grassroots organizers, faith-based communities, business, philanthropy, law, education and government — all of us have a stake in public health's future. Let's actively bring in non-traditional partners to [join forces](#) for a more inclusive and effective public health future.

International Leaders

Create global health partnerships. Countries working together can ensure a future of better health and well-being for all people everywhere. Partnerships connect knowledge, ideas and resources to bring the changes we want to see such as [preventing infectious disease outbreaks](#) and delivering vaccines and supplies.

Support efforts to prepare for global pandemics and emergencies. [Training more people globally](#) can help prevent, detect and tackle public health threats. By increasing and improving how we test, monitor and report on significant [global health](#) incidents, all countries can work cooperatively to save lives and bring improved health outcomes to everyone.

Help Promote National Public Health Week

NPHW is a great opportunity to raise awareness about public health and how your organization and the community support it! Promote your events, share tools and resources from APHA, highlight your organization or community and get to know others who are committed to public health. APHA makes it easy to build your communications strategy for NPHW.

Promote through social media

Social media is the easiest way to join in the conversation and get others excited about NPHW. Whether you're planning to participate in or host an event—online or offline—you can enhance your engagement with NPHW by using Facebook, Instagram, X (formerly Twitter) and more.

On Facebook:

- Follow the new SCPH Facebook page!
- Engage in a two-way conversation by liking, commenting, sharing, reposting and addressing any comments or questions that people make.
- Create an event page to organize your event, invite people and post reminders and updates.



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- Boost posts promoting your event for \$25-\$50, which can help target audiences you want to participate.
- Post to Facebook **1-3 times per day** during NPHW — Facebook's algorithm favors more active pages and profiles.

On Instagram:

- Share photos with your supporters and other public health groups.
- Use Instagram to capture compelling moments during NPHW and be sure to engage with other people using the **#NPHW** tag on Instagram by liking and commenting on their posts.

On X:

- Follow [@NPHW](#) and [@SacPublicHealth](#) across all your organizational and staff accounts!
- Actively favorite and repost things by @NPHW and @SacPublicHealth.
- Use the official NPHW hashtag, #NPHW, in your posts so they show up when someone searches for more about NPHW.
- Like and engage with people who post about your NPHW event or your organization.
- Spend time in the lead-up to NPHW — as well each day during NPHW — engaging with other people and groups using #NPHW.
- Post multiple times leading up to NPHW to build anticipation, and **post 2-4 times daily** during NPHW — or more! Answer questions and address comments people send to you or that they post using #NPHW.

Social media post examples

Tailor these to your organization or event and use on every platform.

NPHW 2024 Theme: "Protecting, Connecting and Thriving: We Are All Public Health"

- Public health is more than just health care. It includes building communities free from pollution, with safe food and water and strong personal relationships. Join @PublicHealth and [YOUR ORG HANDLE HERE] April 1-7 for #NPHW. Visit [www.NPHW.org](#).
- Feeling included within our community and having support are imperative to our mental and physical well-being. This #NPHW, join your community in supporting and advocating for public health. You can make a difference. Visit [www.NPHW.org](#).
- Join @PublicHealth and [YOUR ORG HANDLE HERE] April 1-7 for #NPHW, "Protecting, Connecting and Thriving: We Are All Public Health." Let's work together to create safe, interconnected, healthy communities for everyone. Visit [www.NPHW.org](#).

NPHW 2024 Daily Themes

• **Monday: Civic Engagement**

Voting and other forms of civic engagement shape our community and how it allocates resources to support our opportunity for healthy lives. And studies show better public health outcomes in states where more people vote. [www.NPHW.org #NPHW](#)

- **Tuesday: Healthy Neighborhoods**

Where we live, work and play can have a huge effect on our health. Let's build healthy neighborhoods with safe places to live, be active and access fresh nutritious food, to provide everyone with the opportunity for healthy lives. www.NPHW.org #NPHW

- **Wednesday: Climate Change**

Climate change is the most pressing threat to human health. By buying less, supporting green spaces and transitioning to renewable energy, we can lessen the health impacts of climate change. For everyone's sake, let's make a change now. www.NPHW.org #NPHW

- **Thursday: New Tools and Innovations**

Public health is all about preventing disease, diagnosing health conditions and encouraging health and well being. Let's take advantage of smartwatches, health apps, telehealth and other innovations to improve the nation's health. www.NPHW.org #NPHW

- **Friday: Reproductive and Sexual Health**

Reproductive and sexual health care have been under attack. Let's make reproductive care and screening for cancers and STIs common and accessible to all. www.NPHW.org #NPHW

- **Saturday: Emergency Preparedness**

Emergency preparedness can protect you and your loved ones. Have a plan & emergency supplies and practice what to do. Consider how you can help local organizations support underserved communities, where disasters often worsen inequities. www.NPHW.org #NPHW

- **Sunday: Future of Public Health**

Public health's future is all about teaming up with others to end racism and advocate for community well-being. Together, let's make sure every person has access to the support and care they need for a healthier life. www.NPHW.org. #NPHW

- [Images for social media](#)

Promote with email newsletter or blog post

Want to send an email about NPHW to your constituents, members or followers? You can build on the language below, or trim it down to include in a newsletter or turn into a [blog post](#).

Example:

Dear XX,

National Public Health Week 2024 is coming up fast, and we want you to join us! (Insert organization) will be recognizing the power of public health and taking part in the week by (insert your plans for NPHW).



Protecting, Connecting and Thriving: We Are All Public Health

APRIL 1-7, 2024



Here are some other ways to get involved in NPHW:

- Sign up for the [Keep It Moving Challenge](#).
- Become an [official NPHW Partner](#).
- Check out and share [these NPHW fact sheets](#) on the NPHW daily themes and see how we can promote optimal, equitable health and well-being for all.

You can learn more about National Public Health Week at <https://nphw.org>. We look forward to celebrating with you!

Promote to the media

The same best practices apply whether you're pitching print, TV, radio or online media:

- **Send a pitch email with a news release or media advisory at least a week before your event.** Many journalists are on tight deadlines and may have to file a story about your event the same day it takes place, but giving plenty of advance notice gives reporters time to gather information and arrange interviews before the event and helps them meet their quick deadlines.
- **After you send your pitch, follow up with a phone call.** For print journalists, call during the middle of the day, between 10 a.m. and 3 p.m., to avoid calling when they're on deadline. For radio, call between 7 a.m. and 8 a.m. or after 10 a.m. to reach reporters before and after their morning drive-time shows. Offer to answer questions and provide reporters with more information!
- **If you get an editor or reporter on the phone, explain your event's purpose, what makes your point of view newsworthy and why your event is relevant to their audience.** Why should their publication or program care about NPHW? What sets your event or program apart from the rest of what is going on in your community? How does your event offer solutions to pressing health problems in your community?
- **Follow up to remind media about your event a few days before.**
- **For TV and radio, be sure to follow up again the morning of your event, before 8:30 a.m.**
- If a story about your NPHW event is published or broadcast, please let **APHA** know by emailing mediarelations@apha.org.